

# South Central Massachusetts Elderbus

Company Overview  
May 2015





# Company Profile

- Private, non-profit 501 (C) 3 corporation
- Company incorporated in 1974
- Company headquarters: Charlton, MA
- Twenty-nine employees
- Governed by a Board of Directors
  - ❖ Each of 21 towns serviced entitled to a Board representative





# Our Mission

- Provide transportation services to senior and disabled clients within service area
  - ❖ WRTA sub-contractor
- Service area includes 21 communities, covering 550 square miles
- 46,000 trips provided annually
  - ❖ 34% of all trips are healthcare related
  - ❖ 16% of all trips are work related
  - ❖ 14% of all trips for shopping





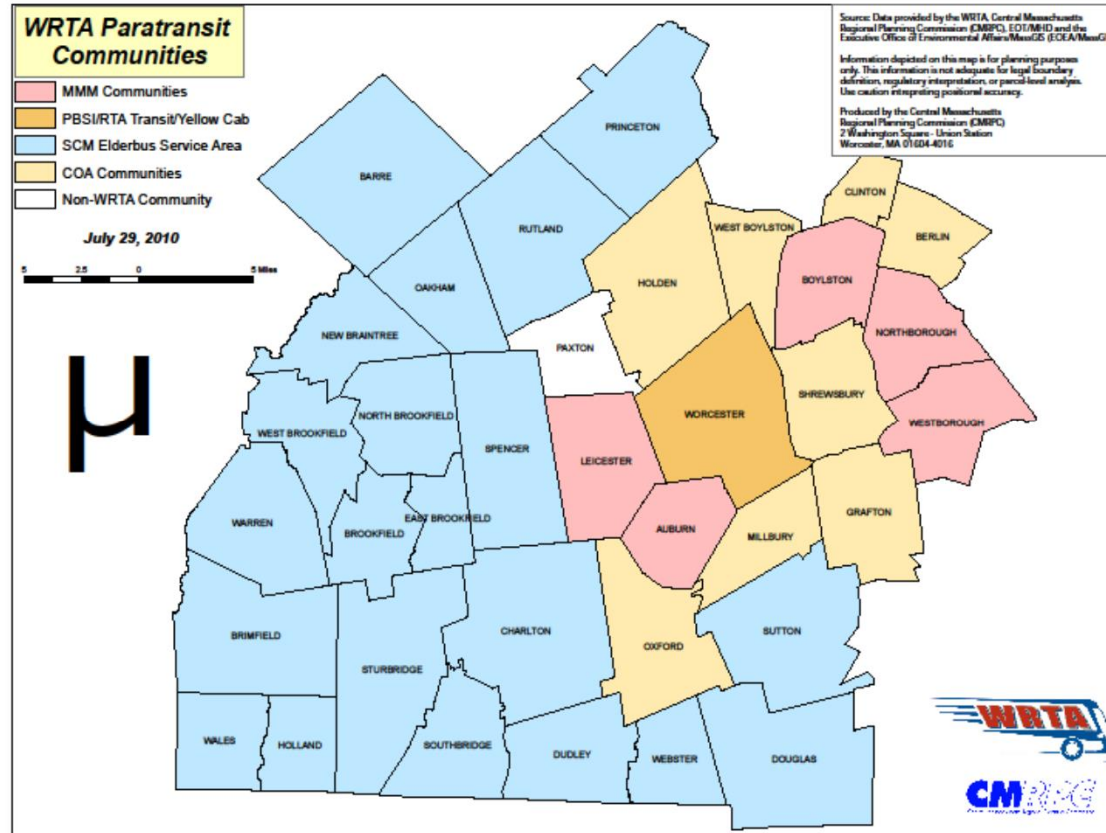
# Designated Service Area

- Barre
- Brimfield
- Brookfield
- Charlton
- Douglas
- Dudley
- East Brookfield
- Holland
- New Braintree
- North Brookfield
- Oakham
- Princeton
- Rutland
- Southbridge
- Spencer
- Sturbridge
- Sutton
- Wales
- Warren
- Webster
- West Brookfield





# Service Area





# READYBUS Service

- Pilot program implemented during September 2012 in four specific towns
- Provide in-town work related transportation without age/disability restriction
- Targeted communities with established base of retail and commercial operations
  - ❖ Restaurants, big box retailers, grocery stores, hospitality establishments





# Unmet Transportation Need

- Lack of general public transportation in many rural/suburban communities
- Employment opportunities limited due to lack of viable transportation option
- Access to available area job training programs limited by transit options





# Target Client Base

- Area residents working in local retail and commercial establishments
- Identified area businesses often employ large number of part-time employees.
- Part-time employees often at the lower end of the pay scale
- Lack of transportation identified as a barrier to employment





# Financial Considerations

- Minimal financial investment required
  - ❖ No additional headcount required
  - ❖ No increase in personnel hours
  - ❖ No increase in physical infrastructure
- Minimal incremental expense required
  - ❖ Additional fuel expense estimate of \$10K for full fiscal year





# Readybus Implementation

- Worked with local social service organization assisting clients with employment opportunities
- Prepared video presentation for airing on local cable access stations
- Distributed marketing materials to local retail and commercial operations





# Initial Results

- Very slow start to program in terms of rides delivered
  - ❖ Approximately 10 rides per month delivered during the first two months of operation
- Gradual increase in monthly ridership during pilot program
  - ❖ Approximately 850 rides delivered during first nine months of operation





# Readybus Current and Future

- Extremely popular and cost effective
  - ❖ Incremental fuel expense of ~\$10K
- Averaging nearly 250 trips per month
- Numerous requests for expansion of hours of service during early AM hours
  - ❖ 6:00am start time implemented 7/1/14.
  - ❖ Earlier start utilized by both Readybus and Elderbus clients





# What We Learned

- Partnering with others to create synergy
  - ❖ Local social service entity identified lack of transit option as an employment barrier
- Identify and define specific target market
  - ❖ Don't overextend resources
- Core mission must remain intact
  - ❖ Senior and disabled clients remain our priority





# Additional Information

- Inquiries and Reservations
  - ❖ 800-321-0243
- SCMELDERBUS.ORG
- READYBUS.ORG

